

Approved
10/10/2016

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WRAL-TV; Raleigh, NC	Date: 10/10/2016
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I, Mike Furman - authorized media buyer,

being/on behalf of: Roy Cooper,

a legally qualified candidate of the Democratic

political party for the office of: Governor

in the General

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered See Attached			

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Cooper for North Carolina

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Scott Palmieri

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/6/16
5/4/16

Date

Mike R.

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Marian Bell

Signature

MARIAN BELL

Printed Name

Sales Mgr

Title

John D. Howard
12/10/16

Director
10/10/16

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
			As ordered		
			See Attached		

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

CONTRACT

WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

Contract / Revision 167319 /		Alt Order # 08364311
Product COOPER 10/11		
Contract Dates 10/11/16 - 10/17/16		Estimate # 5360
Advertiser Roy Cooper for Governor		Original Date / Revision 09/07/16 / 10/06/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WRAL	Account Executive Cheryl Blair	Sales Office Washington Tel
Special Handling CIA - Mark PAID		
Demographic Adults 35+		
Agency Code	Advertiser Code 297	Product 1/2 317
Agency Ref		Advertiser Ref

And:

Greer Margolis & Mitchell
1010 Wisconsin Avenue, Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	10/11/16	10/17/16	Days of Our Lives	1p-2p		:30				NM	1	\$225.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/11/16	10/17/16	MTWTF--				1	\$225.00				
N 2	WRAL	10/11/16	10/17/16	Today Show III	10-11a		:30				NM	1	\$100.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/11/16	10/17/16	MTWTF--				1	\$100.00				
N 3	WRAL	10/11/16	10/17/16	Dr. Phil - 2nd Run	11a-12p		:30				NM	1	\$100.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/11/16	10/17/16	MTWTF--				1	\$100.00				
N 4	WRAL	10/11/16	10/17/16	Late Night Seth Meyers	1237-137a		:30				NM	2	\$150.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/11/16	10/17/16	MTWTF--				2	\$75.00				
N 5	WRAL	10/11/16	10/17/16	WRAL Noon News	12-1p		:30				NM	2	\$300.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/11/16	10/17/16	MTWTF--				2	\$150.00				
N 6	WRAL	10/11/16	10/17/16	WRAL 4p News	4-5p		:30				NM	2	\$250.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/11/16	10/17/16	MTWTF--				2	\$125.00				
N 7	WRAL	10/11/16	10/17/16	WRAL 430a News	430a-5a		:30				NM	2	\$170.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/11/16	10/17/16	MTWTF--				2	\$85.00				
N 8	WRAL	10/11/16	10/17/16	WRAL 5a News	5a-530a		:30				NM	2	\$400.00
		Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

<u>Contract / Revision</u> 167319 /		<u>Alt Order #</u> 08364311
<u>Contract Dates</u> 10/11/16 - 10/17/16	<u>Product</u> COOPER 10/11	<u>Estimate #</u> 5360
<u>Advertiser</u> Roy Cooper for Governor		<u>Original Date / Revision</u> 09/07/16 / 10/06/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				2	\$200.00				
N 9	WRAL	10/11/16	10/17/16	WRAL 5p News	5-530p		:30				NM	1	\$425.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				1	\$425.00				
N 10	WRAL	10/11/16	10/17/16	WRAL 530a News	530a-6a		:30				NM	2	\$600.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				2	\$300.00				
N 11	WRAL	10/11/16	10/17/16	WRAL 530p News	530-6p		:30				NM	1	\$1,100.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				1	\$1,100.00				
N 12	WRAL	10/11/16	10/17/16	WRAL 6p News	6p-6:30p		:30				NM	1	\$1,500.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				1	\$1,500.00				
N 13	WRAL	10/11/16	10/17/16	Today Show	7-9a		:30				NM	2	\$1,100.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				2	\$550.00				
N 14	WRAL	10/11/16	10/17/16	Today Show II	9a-10a		:30				NM	1	\$450.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				1	\$450.00				
N 15	WRAL	10/17/16	10/17/16	The Voice MONDAY	8-10p		:30				NM	1	\$4,000.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	1-----				1	\$4,000.00				
D 16	WRAL	10/15/16	10/15/16	Saturday Hr 3	10-11p		:30				NM	0	\$0.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
N 17	WRAL	10/15/16	10/15/16	WRAL News 6a-8a	6a-8a		:30				NM	1	\$100.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$100.00				
N 18	WRAL	10/15/16	10/15/16	WRAL SAT 7-730p News	7p-730p		:30				NM	1	\$75.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$75.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	WRAL	10/10/16-10/16/16	WRAL SAT 7-730p News	7p-730p	-----Sa--	:30		\$75.00	NM			
See MG 18.2													
	2	WRAL	10/10/16-10/16/16	On The Record Sat 730p	730-8p	-----Sa--	:30		\$75.00	NM			
Ⓜ MG for 18.1 10/15													
N 19	WRAL	10/15/16	10/15/16	Saturday Today Show	8-10a		:30				NM	1	\$400.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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Advertiser Roy Cooper for Governor		Estimate # 5360
		Original Date / Revision 09/07/16 / 10/06/16

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$400.00				
N 20	WRAL	10/16/16	10/16/16	Late News Airing Late	1135-1205xm		:30				NM	1	\$375.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1				1	\$375.00				
N 21	WRAL	10/16/16	10/16/16	Sunday Today	9-10a		:30				NM	1	\$650.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1				1	\$650.00				
N 22	WRAL	10/13/16	10/13/16	Thursday Hr 2	9-10p		:30				NM	1	\$1,800.00
Q4 CANDIDATE WINDOW CARD V8.31 - CLASS 4													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---1---				1	\$1,800.00				
Totals								0.00				28	\$14,270.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/17/16	28	\$14,270.00	(\$2,140.50)	\$12,129.50
Totals	28	\$14,270.00	(\$2,140.50)	\$12,129.50

Signature: _____ **Date:** _____

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